



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-31-2012 PAGE: 1 of 4

SHORR, JOHNSON, MAGNUS & PARTNERS,
LLC - 22132
ATTN: MICHAEL D'ETTORE
1831 CHESTNUT STREET #602
PHILADELPHIA PA 19103

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403975	10-29-2012	10-30-2012	2	CASEY FOR SENATE, BOB	BOB CASEY FOR SENATE	POLITICALS	WPVI - PHILADELPHIA

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing							Package	Contract Title	
			247511	PHILADELPHIA	A. CLIFFORD	10-30-2012	11-06-2012	M (Broadcast Month, Cycle 1)							N	247511	
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
1	10-30-2012	11-02-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	9	30		2	2	2	2			8	650	8	5,200.00
2	11-05-2012	11-06-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	9	30	2	2						4	650	4	2,600.00
3	10-30-2012	11-02-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30		4	4	4	4			16	1,500	16	24,000.00
4	11-05-2012	11-06-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30	4	3						7	1,500	7	10,500.00
5	10-30-2012	11-02-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	9	30		2	2	2	2			8	1,500	8	12,000.00
6	11-05-2012	11-06-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	9	30	2	2						4	1,500	4	6,000.00
7	10-30-2012	11-02-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	7	30		2	2	2	2			8	1,600	8	12,800.00
8	11-05-2012	11-05-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	7	30	2							2	1,600	2	3,200.00
9	10-30-2012	11-02-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)	8	30		1	1	1	1			4	1,700	4	6,800.00
10	11-05-2012	11-06-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)	8	30	1	1						2	1,700	2	3,400.00
11	10-30-2012	11-02-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)	7	30		1	1	1	2			5	1,600	5	8,000.00
12	11-05-2012	11-05-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)	7	30	1							1	1,600	1	1,600.00
13	11-01-2012	11-01-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)	7	30				1				1	2,000	1	2,000.00
14	11-05-2012	11-06-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)	7	30	1	1						2	2,000	2	4,000.00
15	10-30-2012	11-02-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	9	30		1	1	1	1			4	800	4	3,200.00

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Contract No 403975	Contract Dt 10-29-2012	Revision Dt 10-30-2012	Rev# 2	Advertiser CASEY FOR SENATE, BOB	Brand BOB CASEY FOR SENATE	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA						
Agency Est#			CMS # 247511	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-30-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 247511				
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
16	11-05-2012	11-05-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				9	30	1							1	800	1	800.00
17	11-03-2012	11-04-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)				8	30						1	1	2	1,200	2	2,400.00
18	10-30-2012	11-02-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)				8	30		1	1	1	1			4	3,400	4	13,600.00
19	11-05-2012	11-05-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)				8	30	1							1	3,400	1	3,400.00
20	10-30-2012	11-02-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				9	30		2	2	2	2			8	2,200	8	17,600.00
21	11-05-2012	11-05-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				9	30	2							2	2,200	2	4,400.00
22	10-30-2012	11-02-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)				8	30		1	1	1	1			4	3,600	4	14,400.00
23	11-05-2012	11-05-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)				8	30	1							1	3,600	1	3,600.00
24	10-30-2012	11-02-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)				8	30		1	1	1	1			4	3,600	4	14,400.00
25	11-05-2012	11-05-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)				8	30	1							1	3,600	1	3,600.00
26	11-05-2012	11-05-2012	08:00PM - 10:00PM	PRIME MO8 (7008)				9	30	1							1	10,000	1	10,000.00
27	10-31-2012	10-31-2012	09:00PM - 10:00PM	PRIME WE9 (7020)				7	30			1					1	25,000	1	25,000.00
28	11-05-2012	11-05-2012	10:00PM - 11:00PM	PRIME MO10 (7010)				9	30	1							1	6,500	1	6,500.00
29	10-30-2012	10-30-2012	08:00PM - 09:00PM	PRIME TU8 (7014)				9	30		1						1	10,000	1	10,000.00
30	10-30-2012	11-02-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)				9	30		1	1	1	1			4	1,000	4	4,000.00

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Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing							Package	Contract Title	
			247511	PHILADELPHIA	A. CLIFFORD	10-30-2012	11-06-2012	M (Broadcast Month, Cycle 1)							N	247511	
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
31	11-05-2012	11-05-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)	9	30	1							1	1,000	1	1,000.00
32	11-04-2012	11-04-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)	9	30							1	1	650	1	650.00
33	11-04-2012	11-04-2012	10:00AM - 10:30AM	WEEKEND NWS 1130A-12P SU INSIDE STORY (7	9	30							2	2	500	2	1,000.00
34	11-03-2012	11-04-2012	08:00AM - 09:00AM	WEEKEND SA-SU GMA (6911)	8	30						2	2	4	1,400	4	5,600.00
M	MG Group #	Preempted	Rate	Reason	MG Description	Duration											
	336042	11-03-2012	1,400	PER SALES	1 X 30 @ \$2,800 Su 11:30PM - 12:00AM - 11/04/12-	8	30						X	1	2,800	1	2,800.00
		11-04-2012		MANAGEMENT	11/04/12 (6996)												
				1,400	PER SALES												
		Total:	2,800	MANAGEMENT													
35	11-03-2012	11-03-2012	09:00AM - 10:00AM	WEEKEND NWS 9-10A SA (10928)	8	30						2		2	1,000	2	2,000.00
36	11-04-2012	11-04-2012	09:00PM - 10:00PM	PRIME SU9 (7050)	9	30							1	1	10,000	1	10,000.00
37	10-30-2012	11-04-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	30		1	1	1	1	1	1	6	3,200	6	19,200.00
38	11-05-2012	11-05-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	30	1							1	3,200	1	3,200.00
39	11-04-2012	11-04-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)	9	30							1	1	650	1	650.00
40	10-31-2012	10-31-2012	10:00PM - 11:00PM	PRIME WE10 (7021)	8	30			1					1	12,000	1	12,000.00
41	11-01-2012	11-01-2012	08:00PM - 11:00PM	PRIME THU MOVIES/SPECIALS (7041)	9	30				1				1	8,000	1	8,000.00
42	11-02-2012	11-02-2012	09:00PM - 10:00PM	PRIME FR9 (7043)	9	30					1			1	4,800	1	4,800.00

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Contract No 403975	Contract Dt 10-29-2012	Revision Dt 10-30-2012	Rev# 2	Advertiser CASEY FOR SENATE, BOB	Brand BOB CASEY FOR SENATE	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA					
Agency Est#			CMS # 247511	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-30-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 247511				
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
43	11-03-2012	11-03-2012	08:00PM - 11:30PM	COLLEGE FOOTBALL PRIME (7220)			9	30						1		1	2,800	1	2,800.00
44	11-04-2012	11-04-2012	07:00PM - 08:00PM	PRIME SU7 (7048)			9	30							1	1	3,500	1	3,500.00
45	11-04-2012	11-04-2012	08:00PM - 09:00PM	PRIME SU8 (7049)			9	30							1	1	12,000	1	12,000.00
46	11-04-2012	11-04-2012	10:00PM - 11:00PM	PRIME SU10 (7051)			9	30							1	1	6,000	1	6,000.00
47	11-05-2012	11-05-2012	08:00PM - 10:00PM	PRIME MO8 (7008)			9	30	1							1	10,000	1	10,000.00
48	11-01-2012	11-02-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)			8	30				1	1			2	1,000	2	2,000.00
49	11-04-2012	11-04-2012	12:00AM - 02:00AM	LF SUN MILLION \$ MOVIE (6974)			8	30							2	2	150	2	300.00
																Contracted Gross Total:		143	343,700.00
																Actual Gross Total:		142	343,700.00
																Agency Commission:			51,555.00
																Net Total:			292,145.00
Month/YR			Preempted	Made Good		Contract Total		Adjustments								Actual Total			
Nov 12			2,800.00	2,800.00		343,700.00		0.00								343,700.00			
TOTAL			2,800.00	2,800.00		343,700.00		0.00								343,700.00			

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